

NEWS RELEASE

Idaho Department of Water Resources



Release 2006- 10

Energy Star Home Consumer Video to Debut at Builders Energy Conference

For Immediate Release
Boise, Idaho – March 1, 2006

For Media Information Contact:
Michael Keckler – (208) 287-4828
Anne Alenskis, Idaho Power - (208) 388-2460

Builders and Realtors attending Thursday's Builders Energy Conference 2006 in Boise will come away with a unique new tool for marketing Energy Star® qualified homes to new homebuyers.

The Idaho Energy Division has teamed up with Idaho Power to produce a video on DVD explaining in detail the advantages of owning an Energy Star home as opposed to a house built to standard building codes.

The DVD features testimonials from three couples that have already purchased Energy Star homes. It is hosted by Melinda O'Malley, a former television news anchor both in Boise and Spokane, who volunteered her talents to the project.

"This is an excellent tool that shows how Energy Star qualified homes offer significant energy efficiency, in addition to comfort, peace and quiet and environmental benefits," said Idaho Energy Division Administrator Bob Hoppie. "This video is an example of how the private and public sectors can form partnerships to address issues and inform the public in a unique way."

"This video is one more tool we can offer our customers to learn more about building energy efficient homes," said Celeste Becia, Idaho Power program specialist. "The Energy Star mark is a consumer's assurance that the home they're buying will be 30% more efficient than standard construction, and will be more comfortable, quieter, and durable as well."

-more-

Copies of the DVD will be handed out at the conference to builders and realtors for use in open houses and other venues. Additional copies will soon be available on CD for distribution to Idaho residents interested in learning more about the advantages of owning an Energy Star qualified home.

The 12-minute video was produced with resources available by Idaho Power and at the Idaho Energy Division at no cost to taxpayers.

For more information about the conference visit the Energy Division's website: www.idwr.idaho.gov/energy or call the Idaho Energy Hotline 1-800-334-SAVE.

Note: copies of the DVD will be made available to interested media outlets.

-end-